Established in 1992, Quadrissimo is one of the foremost suppliers of large format signage and promotional media in France’s Provence-Alpes-Côte d’Azur region and was the first in the area to offer A4/A3 digital printing. The company’s 15 employee’s focus on quality has established Quadrissimo as the printer of choice in their region. Additional information can be found at http://www.quadrissimo.com/

CHALLENGE:

“We needed to find a dependable and cost effective solution to strengthen the business’ superwide digital inkjet print capability and better fulfil the increasing requirement for diverse applications achievable in this sector.”

By his own admission, Sam Assedo is a man who likes to be at the centre of the action. This is one reason that the owner and managing director of large format digital print provider, Quadrissimo, has located his business, not on a hidden-away industrial estate or at the edge of town, but smack bang in the middle of Marseille’s bustling centre.

Established in 1992, Quadrissimo is one of the foremost suppliers of large format signage and promotional media in France’s Provence-Alpes-Côte d’Azur region and was the first in the area to offer A4/A3 digital printing. However, as Sam is quick to point out, the company’s emphasis is focussed more towards the quality of output achieved, rather than on the quantity produced.

“The crux of our operation is about producing vibrant, digitally printed images, profitably”, he explains. “Naturally, technological development ensures digital print hardware continues to achieve better performance results, so clever and timely hardware investment on our part has enabled us to raise our own quality standards.”
Thanks to continued expansion, the fifteen-strong Quadrissimo today boasts a stable of digital print hardware that is geared to handle application requirements from medium-format upwards. However, it is the company’s two VUTEk superwide format digital inkjet printers – a 3360 and QS3200 – that are the machines of choice when it comes to achieving all round performance quality and flexibility in this growing area of the market.

It was around 2003 that Sam sought to strengthen the business’ superwide digital inkjet print capability and better fulfil the increasing requirement for diverse applications achievable in this sector. “We had been running a 3m NUR Salsa and while this came with an attractive price tag, it was unreliable and unpractical for our requirements”, recalls Sam.

“We were of course very aware of VUTEk and their excellent reputation for robustness and performance so within a year decided to take a closer look at their offering”, he explains. “From the outset I was impressed by the manner of their sales manager, who unlike other suppliers I’ve dealt with, didn’t attempt to quickly entice me with free ink or substrate, just to land the sale. Instead his more subtle approach and in-depth knowledge of VUTEk’s range gave me confidence in the company from the word go”, he adds.

Sam ultimately installed a six-colour EFI VUTEk 3360 superwide format digital inkjet printers in 2003, to complement his existing product line-up. The versatile VUTEk 3360 enables the Quadrissimo team to deliver 720 dpi photographic colour output on traditional roll-to-roll and textile substrates up to 3.2m wide.

“Having installed the VUTEk 3360, we quickly realised that from a qualitative standpoint, it was in a class of its own”, smiles Sam. “It is an extremely dependable machine that opened the door to a wide-range of new, revenue enhancing projects, almost immediately.”

Thanks to an increase in business and a need for greater capacity, as a result of the VUTEK 3360 installation, Sam decided to increase the company’s superwide digital print firepower once more. This time he reviewed hardware options that would strengthen Quadrissimo’s service offering with the capability of printing directly to both rigid and flexible media. “Too be honest, we had been on the lookout for a flatbed printer for some time, but had held out as we felt that the technology hadn’t reached its full potential”, he explains. “However, when VUTEk launched its High-Definition Print capable QS3200 UV-curing printer a couple of years ago, we changed our minds. The only problem was that our 250m² facility was too small to accommodate a second VUTEK.”

Fuelled by the knowledge that the QS3200 would enable Quadrissimo to undertake a huge amount of promotional projects – including work for the annual Marseille International Fair – Sam decided to take another significant step in the company’s history by moving to larger premises. The purchase of the QS3200 last summer was therefore also marked by Quadrissimo’s relocation to a new 700m² printhouse.

**SOLUTION:**
“We selected and purchased two VUTEk superwide format digital inkjet printers – a 3360 and QS3200 – that allow us to achieve the all round performance quality and flexibility necessary for us to continue to grow and expand our capabilities and increase our market share.”
Asked if the risk of such large scale investment in new hardware and premises was worth it, Sam is adamant that it was a business decision that has proved to be a wise one. “Overnight, the QS3200 gave us the ability to print up to 1080dpi on a virtually limitless range of media – including metal, glass and wood – which meant that almost no application was beyond our capability”, he explains. “The work for the QS3200 was there in abundance, so despite our new premises not being completely ready, we still moved in and the machine was set to work immediately.”

Importantly the company’s dual VUTEk installation allows Quadrissimo to justifiably command a higher price per/m² based on the superior quality output achieved. “Our customers have come to expect extremely vibrant colours and visual accuracy in the projects we undertake for them”, he explains. “The print quality obtainable also comes as a result of using certifiably approved media and non-generic inks. This, together with the fact that their all-round reliability and performance allows us to deliver within customer deadlines, allows us to charge a premium for the work we produce on our VUTEks.”

Such output quality, together with the ability for fast, 3m wide printing, recently saw Quadrissimo awarded a ground-breaking project to promote Marseille’s quest of being awarded European Capital of Culture in 2013. While it has yet to be decided if France’s second largest city will achieve its goal, there can be very few Marseillais unaware that their city is at least in the running, thanks to a massive 700m² promotional banner produced by Quadrissimo.

Produced on the VUTEk 3360 and printed onto 450g/m² Ferrari mesh substrate, the huge banner is one of the largest ever manufactured in Europe. The banner currently adorns a giant silo at the entry to Marseille’s port area where it is visible from the main motorway into the city. Quadrissimo produced the banner – which comprises eight 3m x 30m sections – in just two days and if the city’s candidature is successful, it is expected to remain in place for several years.

RESULTS: “Thanks to the performance attributes of our VUTEk’s and the fast turnaround they provide we have significantly expanded the quantity and types of services we can offer our customers and established Quadrissimo as the premier printer in our region.”
This year has also seen Quadrissimo undertake work for FIFA, as the Beach Soccer World Cup hits Marseille in the summer. “Our clients include a number of sports federations, whose beach soccer and beach volleyball events enjoy huge promotional campaigns using large format visually striking signage printed onto fabric, mesh or even inflatables”, explains Sam. “Thanks to the performance attributes of our VUTEks and the fast turnaround we can deliver, these types of projects are tailor-made for us.

Looking ahead, Sam is keen to increase the company’s environmentally-friendly stance by printing as much as possible onto recyclable cardboard, mesh and cloth fabric. “We use a number of green substrates which go through the QS3200”, he explains. “We also recycle our off-cut material, which is re-made into bags and given to customers.”

Thanks to the dual VUTEk line-up and the likely prospect of future dealings with his supplier, it appears that within the world of superwide format printing, Sam’s wish to remain at the centre of the action will be granted.

“Our VUTEks continue to win us new work, thanks to a perfect blend of build-quality, image vibrancy and performance reliability that enables us to deliver output within deadline. We might not be the cheapest supplier, but I’m a firm believer in the adage that you get what you pay for; this has certainly been the case for me with VUTEk”, he concludes.

Print to Win

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